

SOCIAL MEDIA STRATEGIES & BEST PRACTICES

GLOSSARY OF TERMS

ALGORITHM

A set of formulas developed for a computer to perform a certain function. This is important in the social media sphere as the algorithms that sites use, like Facebook, are critical for developing content promotion strategies.

ANALYTICS

Data that helps you track the performance of your social media content. Analytical data could include page views, time on page, impressions, reach, clickthrough rate, and more.

CANVA

Canva is an easy-to-use design tool for non-designers and designers alike. The tool offers several templates that adhere to the required dimensions for sharable social images on Facebook, Instagram, Twitter, etc.

CONTENT CURATION

Content curation involves collecting relevant content from credible sources and then sharing it with your social followers by linking to the original post. It's a way to create value for your audience beyond sharing your own original content. Sharing resources can also be a good way to build relationships with thought leaders in your field.

CALL TO ACTION (CTA)

An instruction to your audience designed to provoke an immediate response, such as "call now", "learn more", or "volunteer today". When posting on behalf of your organization, the general CTA throughout your page and in each of your posts must be clear to readers.

CLICK-THRU RATE (CTR)

A measure of how many people who view a social media post or ad, and click through to read more or take action. It's a useful metric because it measures how effectively your content drives people to your owned web properties. The formula to calculate CTR is number of clicks divided by number of impressions, and is usually expressed as a percentage.

ENGAGEMENT

Engagement is any form of interaction with your brand on social media. Likes, comments, and shares are all forms of engagement.

FEED

A feed is an updated list of all the new content posted by the accounts a user follows on social media. Rather than being purely chronological, most social media feeds are controlled by an algorithm.

#FYP (For Your Page)

#FYP is a hashtag that TikTok users place in their videos to prioritize their content on other users' "Your Page" feed. This feed algorithmically sends users content from people you follow or related to hashtags you might be interested in.

HANDLE

A handle is your username on social media. It is usually noted as @username. It can also be used in your personalized URL for each social network. For example, HVTN's Twitter handle is @HelpEndHIV, and the Twitter URL is twitter.com/helpendhiv.

HASHTAG

A hashtag is a word or phrase preceded by the “#” sign. Hashtags are used on social media to tag posts as part of a larger conversation (such as #VaccinesWork) or topic (such as #WorldAIDSDay2021). Clicking a hashtag reveals the latest posts that include the tag. Hashtags are searchable, and serve a similar role to keywords.

IMPRESSIONS

Impressions are a metric that count how many times an ad or post is fetched from the server and displayed on a social network. It is not a measure of how many people have seen the ad. For example, one social media user might have the same ad appear in their newsfeed multiple times over a certain period. Each of these instances is counted as one impression.

KEY PERFORMANCE INDICATOR (KPI)

A metric tracked over time to determine progress towards a valuable goal. Social media KPIs might include audience growth rate, profile visits, engagement, and more.

MEME

A meme on the internet is used to describe a thought, idea, joke, or concept that's widely shared online. It is typically an image with text above and below it, but can also come in video and link form.

PLATFORM

A social network or a component of a social network. Twitter, Facebook, and Instagram are all social platforms.

REACH

The total number of people who have been exposed to a social media post or ad. This metric does not necessarily indicate that all of these people have actually seen your content. They could have scrolled right past it, for instance. Reach simply indicates that the content appeared in the user's social feed at least once.

TROLL

“Trolls” are social media users who leave intentionally provocative or deliberately offensive messages on the internet in order to get attention, cause trouble, or upset someone. In our scope of work, these types of comments can easily enter harmful territory.

TWEETDECK

Tweetdeck is a Twitter tool that provides users with a way to manage their Twitter presence through custom columns. The platform integrates with the Twitter API to allow users to both send and receive tweets, schedule tweets ahead of time, and more.

Sources:

Hootsuite 2022

HubSpot 2022